How high velocity enterprises are changing the game
Powered by a new role for their enterprise systems
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How high velocity enterprises are changing the game

Today’s businesses operate in a digital world—one that’s faster moving and more volatile than ever before.

To compete and differentiate themselves in such an environment, companies need to escalate their speed, agility, cost-effectiveness and responsiveness to unprecedented heights. In short, they need to become a “high velocity enterprise,” Accenture’s vision for the next generation of businesses powered and connected through digital technologies. Becoming a high velocity enterprise demands widescale change across people, processes and technology. But at its core lies a reinvention of the role played by the existing ERP system—building on the ERP’s proven strengths as the business’s central engine and information source, and recasting it as the backbone of the digital enterprise: a flexible, modular enterprise system, leveraging advanced technologies like cloud, analytics and in-memory computing to drive the high velocity enterprise of the digital era.
Pervasive digital disruption...

Everywhere you look, business and technology disruptions are accelerating and expanding.

On the business front, organizations are facing increasingly nimble competitors and demand from customers for experiences that are faster, more consistent and more personalized and predictive across channels and devices. And on the technology front, they’re under pressure from investors, customers and business partners to drive new value from emerging technologies like analytics, big data, cloud and in-memory computing, while also working out how to capitalize on an expanding digital ecosystem of suppliers and solutions.

Meanwhile, across both dimensions, the way companies—and their customers—buy and consume solutions is moving to a pay-per-use “everything-as-a-service” basis. At root, all these changes are being driven by the disruptive power of digital technologies. And in combination, they’re posing profound challenges to existing operating and business models.

...throws the spotlight on ERP – and its new enabling ecosystem

Companies in all industries and geographies are striving to keep pace with these simultaneous waves of change.

As they do so, the focus of system investment and innovation has fallen increasingly on user experience and external digital interactions, often leaving the core ERP underappreciated and largely taken for granted. At the same time, the landscape of the legacy ERP itself is undergoing rapid and profound change, as cloud-enabled software-as-a-service solutions replace in-house applications, consumption of IT shifts towards a simplified apps-like basis, and systems face a growing need to interact and integrate with an increasingly wide enabling ecosystem of suppliers and collaborative business partners.

In light of these parallel transformations of the business and enterprise technology landscapes, companies are reassessing the role of their ERP systems with some searching questions. How can they continue to drive returns from prior investments in ERP while also transforming for the non-stop, predictive digital world? How can they integrate their ERP rapidly and securely into their expanding digital ecosystem? And how can they leverage data from the Internet of Things to meet customers’ demand for instantaneous personalized experiences? Finally, where should they start?
A high velocity enterprise is:

- Built upon solid core ERP foundations
- Accelerated with advanced technologies that change the game — in-memory computing, cloud and big data
- Completed and extended by digital capabilities — analytics, mobility and social
- Underpinned and advanced by what the ecosystem of partners now can bring
- Enhanced by new industry-specific solutions.
Recasting ERP as an open, simpler and innovative platform...

To answer such questions, companies need to step back and look beyond the immediate complexities to the longer-term principles at play.

Whatever solution they adopt, it must deliver against one key objective: to create the most value for their business in the fastest possible time. And the optimal route to achieving this goal will be to use the available technologies—both legacy and emerging—in an integrated, coordinated way that builds on their underlying assets, skills and relationships, to create an organization that harnesses the power of digital to become faster, more agile, more responsive and more proactive. The enterprise we’re describing is the high velocity enterprise—and the ERP system is the optimal foundation on which to build it.

The transformation to high velocity enterprise requires change that goes well beyond systems, ranging from culture to skillsets to ways of working. But the vital enabler for the high velocity enterprise is a reimagining of the role of ERP. This means moving away from ERP’s legacy historical focus as a largely passive system of record, and towards the enterprise system of the future: one that’s open, simpler and more forward looking, acting as the unifying platform that integrates and coordinates a diverse array of components, technologies and processes.

...to create the high velocity enterprise

By moving to this new role for ERP—and overlaying and integrating it with enabling technologies like in-memory and cloud, as well as integrating with digital capabilities like analytics, mobility and social collaboration—a business can lay down the bedrock for the high velocity enterprise.

To visualize the effects, imagine the enterprise system helping you to deliver everything faster because you know where everything is; integrate a new acquisition in days rather than months; tailor prices individually to loyal clients in real time; get the right talent at the right price and time anywhere across your business; and predict with high accuracy when a remote asset in the field will fail.
Conclusion: the magic formula for future success

The successful, competitive business of the future will be able to do all these things and more. Compared to today, it will be faster, more responsive, more connected, more agile and more predictive.

The high velocity enterprise provides the way to turn this vision into reality. And reimagining and revitalizing the role of ERP is the place to start.

As the diagram shows, the transformation to the high velocity enterprise is about creating new business capabilities that were not possible before—through leveraging ERP assets accelerated by new technologies, extended by digital capabilities, enabled by solutions that are liquid, intelligent, connected and architected for change, and underpinned by what the wider ecosystem now offers. The optimal way to assemble all these elements is to build for change and at speed to create the enterprise of the future. This is the magic formula for success in today’s environment—and tomorrow’s.
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